**Design Thinking - The Need for the Marketing Concept**

1.) Why is the initial interview to gain empathy and then later on receiving feedback so critical to the development process?

2.) Is there a problem when you rely on your own perspective (Your Initial Drawing) when trying to satisfy the needs of a wide range of customers? If there is a problem, explain the problem and how that could be similar to a problem a business may face. If you feel there isn’t a problem, support your argument.

3.) Do you feel if your “customer” had a choice between your **original** design and of the one you created after the interview/feedback process, what would they choose and why?

4.) What do you think is necessary for a business to do when trying to reach the needs of a larger group of people? What do they have to do (keep the marketing concept in mind in your response) in order to be successful?